

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

- 1 1. Cancelled.
- 1 2. Cancelled.
- 1 3. (Currently Amended) The apparatus of claim ~~[[1]]~~ 27, wherein the resource
2 identifier is comprised of an industry standard product identifier (ISPID).
- 1 4. (Original) The apparatus of claim 3, wherein the industry standard product
2 identifier is a multiple listing service (MLS) identifier.
- 1 5. (Original) The apparatus of claim 3, wherein the industry standard product
2 identifier is a vehicle identification number (VIN) identifier.
- 1 6. (Original) The apparatus of claim 3, wherein the information server responds
2 to requests for an information page comprised of the ISPID, whether the requested
3 information page exists prior to the request or not.
- 1 7. (Original) The processor of claim 1, wherein the resource identifier further
2 includes a marketing code.
- 1 8. Cancelled
- 1 9. (Original) The apparatus of claim 7, wherein the information server further
2 includes a statistics function to compile and maintain statistics using the marketing
3 code of received requests.
- 1 10. (Original) The apparatus of claim 9, wherein the information server further
2 includes a report function which periodically, automatically compiles and generates
3 a marketing report based, at least in part, on the compiled marketing statistics.

- 1 11. (Original) The apparatus of claim 9, wherein the information server further
2 includes a report function which on demand, automatically compiles and generates
3 a marketing report based, at least in part, on the compiled statistics.
- 1 12. Cancelled
- 1 13. (Currently Amended) The method of claim [[12]] 29, wherein the resource
2 identifier is comprised of an industry standard product identifier.
- 1 14. (Original) The method of claim 13, wherein the industry standard product
2 identifier is a multiple listing service (MLS) identifier.
- 1 15. Cancelled.
- 1 16. Cancelled.
- 1 17. Cancelled
- 1 18. (Currently Amended) The method of claim [[12]] 29, wherein the ~~received~~
2 resource identifier includes a marketing code.
- 1 19. (Original) The method of claim 18, further comprising:
2 compiling and maintaining a history of received marketing codes; and
3 calculating statistical reports of the received marketing codes.
- 1 20. (Original) The method of claim 19, further comprising periodically,
2 automatically compiling and generating a statistical report depicting marketing
3 effectiveness based, at least in part, on the calculated statistical reports of the
4 received marketing codes.
- 1 21. Cancelled.
- 1 22. Cancelled.

1 23. (Currently Amended) The article of manufacture storage medium of claim 32
2 [[21]], wherein the resource identifier is comprised of an industry standard product
3 identifier (ISPID).

1 24. Cancelled.

1 25. (Currently Amended) The article of manufacture storage medium of claim
2 [[21]] 32, wherein the information server includes a function to identify, compile and
3 maintain a statistical history of marketing codes received in information page
4 requests.

1 26. (Currently Amended) The article of manufacture storage medium of claim 25,
2 wherein the information server includes a report generation function which
3 periodically and/or on demand automatically generates a report including the
4 compiled statistical history.

1 27. (New) An apparatus for the provisioning of information pages comprising:
2 a storage device having stored therein a plurality of executable instructions
3 that implements an information server for receiving a uniform resource locator (URL)
4 comprising a server name immediately followed by a separator immediately followed
5 by an identifier interpreted by the information server as a resource identifier
6 identifying a resource, and in response, constructing and issuing one or more
7 queries including the resource identifier to retrieve information corresponding to the
8 identified resource and dynamically generating instructions to create the associated
9 information page for the identified resource for provisioning to a client; and
10 a processor coupled to the storage device to execute the stored executable
11 instructions.

1 28. (New) The apparatus of claim 27 wherein the storage device has additional
2 executable instructions that provision the created information page to the client.

1 29. (New) A method for provisioning information pages by an information server
2 comprising:

3 receiving from a client a uniform resource locator (URL) comprising a server
4 name immediately followed by a separator immediately followed by an identifier
5 interpreted by the information server as a resource identifier identifying a resource;
6 and

7 constructing and issuing one or more queries including the resource identifier
8 to retrieve information corresponding to the identified resource, and dynamically
9 generating instructions to create the associated information page for the identified
10 resource for provisioning to a client.

1 31 (New) The method of claim 29 further comprising provisioning the created
2 information page to the requesting client.

1 32. (New) An article of manufacture comprising:

2 a recordable medium having recorded thereon a plurality of machine
3 executable instructions implementing an information server having a plurality of
4 functions for provisioning resource information pages, the functions including a
5 function to receive a uniform resource locator (URL) comprising a server name
6 immediately followed by a separator immediately followed by an identifier interpreted
7 by the information server as a resource identifier identifying a resource, constructing
8 and issuing queries to retrieve information associated with the identified resource
9 and to dynamically generate instructions to create the associated information page
10 for the identified resource for provisioning to a client.

1 33. (New) The article of manufacture of claim 32 further comprising a function to
2 provision the created information page to the requesting client. .

1 34. (New) The article of manufacture of claim 23 wherein the information server
2 responds to requests comprised of an ISPID for an information page whether the
3 requested information page exists prior to the request or not.